

Think of it! Everything in the store—thousands and thousands of dollars worth of good merchandise—marked down so low that it would be the height of folly not to buy everything you need at the savings!

The weather may be bright, sun-shiny, cold, drear, cloudy or wet—but what matter when such important savings are obtainable? Never mind the weather—make your plans to come to this sale the opening day and as many other days as you possibly can.

STORE HOUSE: Open every day at 8 a. m. Closed every day at 5 p. m. excepting Saturday when we close at 9 p. m.—Also open until 9 a. m. Wednesday, Thursday, Friday and Saturday the week before Christmas.

DOLLAR DAY IS SMILE DAY

--and EVERY SINGLE DAY of this Sale Will Feature These Dollar Specials!

Never Before Has There Been Such a Whole-Hearted Effort Made in Fairmont to Serve the Needs of Thrifty Shoppers

Every Dollar Special described on this page is a selected value. Even in the regular course of trade Underselling Store values are unmatched but now, during the Semi-Annual Marked Down Sale, we have far exceeded any previous effort to serve our widespread patronage.

- FAST COLOR CALICO, LIGHT OR DARK PATTERNS; 10 YARDS.....\$1
Standard quality regularly sold for as much as 15c per yard.
- YARD WIDE SERGE OR 34 INCH BIRDSEYE SUITING; 2 YARDS.....\$1
Excellent quality; in black and a variety of colors.
- 27 INCH MIDDY BLOUSE FLANNEL; SPECIALLY SELLING AT, PER YARD.....\$1
In all the favorite colors—red, green, brown, grey, tan, gold, etc.
- WELL KNOWN PLAZA BRAND MUSLIN; UNBLEACHED FIRST QUALITY; 10 YDS.....\$1
Every housekeeper in this district knows the goodness of Plaza Brand muslin.
- 32 INCH STAPLE GRADE DRESS GINGHAMS; 5 FULL YARDS FOR.....\$1
A bountiful assortment of plaids and check patterns.
- GOOD GRADE CHAMBRAY GINGHAM ONE YARD WIDE; 8 YARDS FOR.....\$1
Choose from an extensive range of the most desirable colors.
- CELEBRATED SCOUT BRAND PERCALE; FULL YARD WIDE; 6 YARDS FOR.....\$1
Choice of all the popular light and dark color patterns.
- YARD WIDE SATEEN IN BLACK AND OTHER COLORS; 3 1-2 YARDS FOR.....\$1
Excellent material for linings and also for children's garments.
- DARK COLOR SCRIM IN COLORS; SELLING AT 4 YARDS FOR ONLY.....\$1
Splendid quality; one yard wide; comes in green, blue and brown.
- YARD WIDE FLORENTINE CHARMUSE SPECIALLY MARKED AT 2 YARDS FOR.....\$1
One of the most popular materials in the dry goods section. In pink, lavender, maize, green and white.
- GENUINE KIDDE CLOTH—A POPULAR FAVORITE—6 YARDS FOR ONLY.....\$1
Yard wide; guaranteed fast colors; in assorted stripes and checks.
- 27 INCH WIDE MERCERIZED POPLIN; GOING AT 4 YARDS FOR ONLY.....\$1
This is a wonderful bargain—choice of black and several colors.
- FINE QUALITY YARD WIDE MADRAS; NICE ASSORTMENT OF STRIPES, 5 YDS.....\$1
The popular material for men's shirts, children's rompers, etc. Very special bargain.
- 32 INCH WIDE BED TICKING WILL MOVE OUT AT 5 FULL YARDS FOR.....\$1
Comes in a handsome array of stripe designs and is well worth buying at the low price.
- SIZE 72x90 SEAMLESS BED SHEETS; WELL KNOWN AUBURN BRAND; EACH.....\$1
Here's your chance to supply your bedding needs at a decided saving.
- GOOD GRADE OF LINEN TOWELING; 21 INCHES WIDE; 6 FULL YARDS FOR.....\$1
First class in every particular; made with neat red stripe border.
- PURE WHITE BLEACHED OUTING FLANNEL; HEAVY WEIGHT; 5 YARDS.....\$1
Regulation 27 inch width and unusually good weight and quality.
- GENUINE RENFREW DEVONSHIRE OR LADLASSIE CLOTH; 3 YARDS FOR.....\$1
Choose either of these good bargains—materials in sun-proof colors.
- ROUND OR SQUARE STYLE MERCERIZED TABLE COVERS; SPECIAL AT.....\$1
Made of very good mercerized material; pure white bleached; ready for use.

THE "Marked Down" Sale would be lacking if it failed to embrace a bountiful list of "Dollar Specials" so we have provided them for our friends. Here's a whole page of Dollar Offerings—a page packed and jammed with savings news for saving shoppers. AND THE BEAUTY ABOUT THEM IS THAT THESE "DOLLAR SPECIALS" WILL BE ON SALE EVERY SINGLE DAY, OF THE MARKED DOWN SALE! We have provided extra large quantities of the items described on this page so that everybody who comes here for helpful savings will not be disappointed by finding insufficient quantities of the things they need. Indeed no—there will be plenty to go around to every shopper who wants these Dollar Specials whether on Thursday the 14th or any other day during the sale.

SPECIAL DOLLAR ITEM

REMNANT PACKAGE \$1

Come and take your pick of Remnants done up in packages to be sold only by the package. No exchanges—no refunds—each sale final. The packages contain a surprise assortment of remnants consisting of bleached or unbleached muslin, percale, calico, long cloth, silk chiffon, curtain scrim, organdie, voile, cretonne, satine or some other worthy and desirable material. YOU TAKE YOUR PICK AND WILL FIND ON OPENING YOUR PACKAGE THAT YOU SURELY HAVE BOUGHT FAR MORE THAN THE DOLLAR'S WORTH! We guarantee that the average value of each Remnant Package at \$1.00 is \$1.40—meaning you will save handsomely.

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| Men's Dress Shirts of High Grade Percale and Madras; Each.....\$1
Usually sold at \$1.50 each. | Children's Beaded Indian Style Moccasins; Sizes up to 2 Pair.....\$1
Mighty sensible and comfortable indoor footwear. |
| Men's Undressed Italian Kid Gloves; Brown, Tan or Gray; Pair.....\$1
Thoroughly good gloves; \$1.50 quality. | Ladies' Satin or Felt Boudoir Slippers; in all Colors; Pair.....\$1
A fine offering for Christmas gifts. |
| Men's Domet Flannel Shirts in Khaki or Gray; Full Cut; Each.....\$1
Good winter weight; well made. | Ladies' Genuine Kid Gloves; Black and Popular Colors; Pair.....\$1
Excellent quality—mostly small sizes. |
| Men's Regular Silk or Knitted Four-in-Hand Ties; 2 of them for.....\$1
New patterns; fine for Xmas gifts. | Girls' Felt Hats with Pretty Streamers; Unusual Value for.....\$1
In black, navy blue, brown and copen. |
| Men's Rubber Overshoes; Navy Style; Special Per Pair.....\$1
Good weight, self-acting rubbers. | Ladies' Silk and Wool Scarfs; In Favored Colors and Styles.....\$1
A very nice assortment from which to choose. |
| Men's All-Leather Gloves or Mittens; Fine for Work; 4 Pair.....\$1
Strong and durable and cold-resisting. | Men's Felt House Slippers in Black or Grey Color; Per Pair.....\$1
Well made with felt padded soles. |
| Ladies' Washable Silk Waists in Black and Colors; Each.....\$1
Especially good quality for \$1.00. | Children's Flannellette and Chambray Rompers; Choice of 2 for.....\$1
Full cut, roomy and pleasing sizes. |
| Ladies' Outing or Crepe Kimonos; Neat and Attractive Styles; Each.....\$1
Usually sold at \$1.50 to \$1.75. | Boys' First Quality Blouse Waists Outing Percale and black sateen; 2 for.....\$1
Full cut sizes; made for smaller boys. |
| Infants' and Children's Leather Shoes; Sizes up to 8; Per Pair.....\$1
In either black or tan leather. | Little Boys' Velvet Polo Caps; With Ear Flaps; 2 Caps for only.....\$1
Buy two—one for dress and one for school; all colors. |
| Men's Good Outing Nightshirts; Specially Good Ones at; Each.....\$1
Just right for Winter—in pink or blue striped outing. | |

Be Sure to Read Pages 1, 2 and 3 of This Important Advertisement



Folks for Miles Around Will Long Remember This Regal Merchandising Event and the Astonishing Values it Provides

You'll have occasion to long remember the rare offerings in this Marked Down Sale. Whether you find greater joy in choosing from this mammoth list of Dollar Specials or from the numerous other bargains YOU CAN'T MAKE A MISTAKE. Prices are the lowest of the year!

- 27 INCH GENUINE MANVILLE BRAND CHAMBRAY; SELLING AT 6 YARDS FOR.....\$1
Splendid fast colors in solids and check patterns.
- LADIES' WELL MADE SILK CAMISOLES; LACE TRIMMED; 2 FOR ONLY.....\$1
Made of very good flesh pink material in pretty styles.
- LADIES' CORSETS INCLUDING THE WELL KNOWN W. B. BRAND; EACH.....\$1
Made of good quality coutil, either white or pink; several models.
- LADIES' AND MISSES' RIBBED FLEECE VESTS OR DRAWERS; CHOICE OF 3 FOR.....\$1
This same quality undergarment usually sells at 50c per garment.
- LITTLE GIRLS' APRON DRESSES AND PINAFORES; SELL AT 3 FOR.....\$1
Here is a helpful bargain for thrifty mothers. These little garments are very prettily made of good materials in light and dark colors.
- MEN'S SLOPOVER OR COAT STYLE SWEATERS; GOOD WEIGHT; EACH.....\$1
Well knitted of grey or khaki yarns; a wonderful bargain.
- BOYS' SIZE 3 TO 6 OLIVER TWIST STYLE CORDUROY SUITS; EACH.....\$1
This is a good quality in pleasing Oliver Twist one-piece style.
- MEN'S OVERALLS AND WORK COATS; CHOICE OF EITHER GARMENT FOR.....\$1
Made of plain blue, brown denim or striped denim; full cut sizes.
- BOYS' SCOUT SHOES OF BLACK GRAIN LEATHER; HEAVY SOLES; PAIR.....\$1
Surprising bargain; sizes 6 to 10 for growing boys.
- MEN'S USUAL 75c GRADE BLUE CHAMBRAY WORK SHIRTS AT 2 FOR.....\$1
Well made in all sizes from 14 to 18—a very special bargain.
- MEN'S FLEECE LINED OR FLEECE RIBBED UNION SUITS; PER SUIT.....\$1
Dozens of times you have seen these very same Union Suits priced \$1.50 and even more. They are remarkable bargains.
- BOYS' BLUE CHAMBRAY OR STRIPED PERCALE SHIRTS; SPECIAL AT 2 FOR.....\$1
Well made and attractive styles for school or dress wear.
- GOOD SIZE PURE WHITE BLEACHED TURKISH TOWELS; 6 FOR ONLY.....\$1
Made of fine white toweling with rough nap surface.
- LADIES' SATEEN BLOOMERS; IN BLACK AND COLORS; 2 PAIRS FOR.....\$1
Made of nice weight and quality sateen; black, green or purple.
- CHILDREN'S MIDDY BLOUSES MADE OF WHITE LINENE; 2 FOR ONLY.....\$1
The ideal school blouse for growing girls; trimmed in red or blue.
- LADIES' DARK OUTING PETTICOATS; FULL LENGTH—GOOD WEIGHT—2 FOR.....\$1
A most timely bargain and one that will be a big seller during this sale.
- LADIES' GOOD GRADE SILK HOSE; BLACK AND COLORS; 2 PAIRS FOR.....\$1
This quality frequently has sold for 75c per pair; in black, brown, grey and nude color.
- LADIES' WOOL SPORT HOSE; DROP STITCH AND CLOCK DESIGNS; PAIR.....\$1
One of the popular novelties for cold weather wearing.
- LADIES' BEADED OR LEATHER BAGS AND PURSES; SEVERAL STYLES AT.....\$1
Choose these good articles for Christmas gifts as well as for your own use.